



Clear Thinking newsletter from Uncommon Knowledge - Issue 84

In this month's Clear Thinking...

1. Environmental seeding
2. Online course: Precision Hypnosis

Using the environment to influence people

Hypnosis Master Series: Learn how susceptible we are to environmental influence, and how you can use this to be a better therapist

Research has shown that a subtle background aroma of cleaning liquid in the air influences people to be perceptibly cleaner and tidier than they would otherwise be.

Another fascinating piece of research reported in the journal *Science* in October 2008 involved hot and cold cups of coffee.

Students were asked to hold a cup of coffee in their hands for a few seconds before reading an information pack about a hypothetical person and then assessing this person's 'character'. The students who had held a hot cup of coffee were significantly more likely to describe the hypothetical individual as 'warm and friendly' than the students who had held an iced coffee. Just the immediate environment of their hands had seeded their unconscious minds, and, although they all read the very same information about the imaginary individual, their responses were largely in accord with the environmental 'suggestion'.

Using the environment to influence people - Clear Thinking Issue 84

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See old, hear old – act old

Again, students who were exposed to environmental triggers which seeded the pattern for 'old' and 'frail', such as sitting in an office with a professor surrounded by pictures of very old people and with words like *gray, infirm, weak, old, slow, tired* both being used by the professor and subliminally scattered on posters and leaflets, tended to walk out of the office at a much slower rate than when they arrived. Students unconsciously exposed to patterns of *youth, vitality, energy* and *strength* will walk out of the office more quickly than when they arrived.

People will behave more competitively if there's a briefcase in sight – or even if there is a *picture* of a briefcase in a picture on the wall. And this happens even when people have no conscious memory of having seen the briefcase afterwards. Again, people are or more cooperative when they glimpse words like *dependable* and *support* – all without being aware of the change, or what prompted it.

The hypnotic environment

So the environment we find ourselves in has a highly hypnotic effect on us. Years ago I used to see many of my hypnotherapy clients at my home. I was struck by how many of my clients reported they always felt like smiling upon leaving after a session. Only after some months did I notice that my little son had stuck a tiny smiley sticker on the door to my clinic room. It was visible, but was so small that it would have been hardly noticeable to people leaving the room.

We pay taller men higher salaries, men find women dressed in red more attractive and, in turn, women will find a *man* more attractive if he has other women smiling at him. Even a photo of a man's face is deemed more attractive if it's surrounded by other pictures of smiling women. Environmental triggers seed behavior and response in people to a much greater extent than we realize.

But a vital point to remember here is that *words* form a very important part of our environment...

Continue reading this Hypnosis Master Series [article on environmental seeding](#) to learn how you can more subtly help your clients in therapy by using environmental influence.

Environmental hypnosis

There is no end to what a therapist can learn and we are always developing new strategies and techniques to enhance the flexibility and creativity of therapy.

We are all being influenced by our environment all the time, and mostly we don't notice. But few people have as yet realized the potential of *directly* using environmental factors to bring about positive change.

Our [online precision hypnosis course](#) for therapists already trained in hypnosis aims to extend and deepen the skills of those who attend and to ensure that they know how to use very subtle approaches such as environmental influence to the best effect.

The next course launches on 13 April 2010 and [you can save 25% off the course fee](#) if you book your place before 23 March 2010.

And in case you hadn't noticed, that was an environmental suggestion!
See you in a fortnight.

[Mark Tyrrell](#)

Co-Founder

Uncommon Knowledge

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